

# ***Grazing Lands Dollar\$ and Cent\$***

**August 13 & 14, 2004 in Oklahoma City**

*Sponsored by the Oklahoma Grazing Lands Conservation Association*

## **Friday, August 13\***

- 8:45 – 9:30 Registration  
9:30 – 9:40 **Welcome and Introductions** – Larry Hensley

***Moderator: Larry Hensley, Oklahoma Rancher – OGLCA Chair***

- 9:40 – 10:40 **“*More than a Matter of Taste*”**  
Dr. Fred Provenza, Professor, Department of Forest,  
Range and Wildlife, Utah State University  
10:40 – 11:00 Break / Trade Show  
11:00 – 12:00 **“*More than a Matter of Taste*” Continued**  
Dr. Fred Provenza  
12:00 - 1:15 Lunch (provided) AND Trade Show

***Moderator: Wally Olson, Oklahoma Rancher, Past Chair, OGLCA***

- 1:15 -2:45 **“Three Secrets for Increasing Profits”**  
David Pratt, President, Ranch Management Consultants,  
Inc.  
2:45– 3:15 Break / Trade Show  
3:15 – 4:30 **“Profiting from the Cattle Cycle”**  
John Lawrence – Extension Livestock Specialist and  
Associate Professor, Iowa State University  
4:30 - 5:00 Questions / Discussions - Evening plans  
5:00 - 7:00 Dinner on your own

## **Friday Evening Session**

- 7:00 - 9:00 **“Organic Farming and Relationship Marketing”**  
Joel Salatin – Organic Livestock Farmer and Speaker

## **Saturday, August 14**

***Moderator: Kelly Forell, CPA, Ag Business Management***

- 8:30 -9:30 **“A Big Chief Tablet and No. 2 Pencil” – A Drought  
Management Strategy**  
Ted Alexander – Rancher, Lake City, Kansas  
9:30 – 10:15 **“What to do when Drought Hits You”**  
Marlene Moore  
10:15 – 10:45 Break / Trade Show  
10:45 – 11:45 **“Marketing COOPs - A Success Story”**  
Bob Waldrop and Kim Barker  
11:45 – 1:00 Lunch (provided) – Last Chance for Trade Show

***Moderator: Larry Hensley, OGLCA Chair***

- 1:00 – 1:30 **“The Next Generation”**  
Dick Hamilton – Oklahoma Rancher  
1:30 – 3:00 **“Keeping Success in Succession Planning”**  
Hubert Brown – Family Business Consultant, Kennedy  
and Coe,LLC

The Oklahoma Grazing Lands Conservation Association is comprised of:

Oklahoma Farm Bureau  
Oklahoma Cattlemen's Association  
Oklahoma Farmers Union  
Oklahoma Cattlemen's Association  
Dairy Farmers of America  
Oklahoma Sheep and Wool Commission  
Oklahoma Association of Conservation Districts  
Oklahoma Grain and Stocker Producers  
Society of Range Management  
Oklahoma Forage and Grasslands Council  
Oklahoma Landowner and Tenants Association  
Intertribal Agriculture Council  
Oklahoma Land Stewardship Alliance

# ***Grazing Lands Dollar\$ and Cent\$***

**August 13 & 14, 2004  
Oklahoma City, Oklahoma**

La Quinta Inn  
(I-40 and Meridian)  
405-942-0040

To register, go to: [www.okgrazinglands.org](http://www.okgrazinglands.org) or complete the following:

Name: \_\_\_\_\_

Additional family member or company employee: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Night Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Registration is \$50 for each employee or family member. Lunch is included if you register before August 4<sup>th</sup>. Make check payable to the **OGLCA**  
Mail to: OGLCA, ATTN: Amy Wilson (OFB) 2501 N. Stiles, OKC, OK 73105-3126

**Sponsored by:**



**Oklahoma Grazing Lands  
Conservation Association**

*A Partnership for Oklahoma's Grazing Lands*